



NEWSLETTER

Arthur & Candis Hill Hill & Hill Associates

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Market Areas We Serve	Houses	Condo's
Destin (MLS 14)		
Sold last yr 02/01/09— 01/31/10	295	285
Sold this yr 02/01/10 —01/31/11	272	351
% Chg # sales / Avg price chg	-7.8% +8.5%	+23% -18.8%
For Sale Inventory- 01/31/2011	361	612
Miramar Beach (MLS 15)		
Sold last yr 02/01/09—01/31/10	219	381
Sold this yr 02/01/10 —01/31/11	195	352
% Chg # sales / Avg price chg	-11% -6.25%	-7.6% -9.7%
For Sale Inventory- 01/31/2011	239	614
N SRB (Mack Bayou) (MLS 16)		
Sold last yr 02/01/09 - 01/31/2010	126	8
Sold this yr 02/01/10 - 01/31/2011	160	5
% Chg # sales / Avg price chg	+27% -7%	-37.5% -20%
For Sale Inventory- 01/31/2011	149	10
Santa Rosa Beach (MLS 17)		
Sold last yr 02/01/09 - 01/31/10	134	83
Sold this yr 02/01/10 - 01/31/11	126	78
% Chg # sales / Avg price chg	-2.2% +4.4%	-6% -17.2%
For Sale Inventory- 01/31/2011	209	106
Grayton Beach (MLS 18)		
Sold last yr 02/01/09—01/31/10	237	108
Sold this yr 02/01/10 —01/31/11	238	151
% Chg # sales / Avg price chg	0.4% -3.2%	+40% -4.87%
For Sale Inventory- 01/31/2011	418	250
Point Washington (MLS 19)		
Sold last yr 02/01/09—01/31/10	16	0
Sold this yr 02/01/10— 01/31/11	14	0
% Chg # sales / Avg price chg	0% -21.5%	0
For Sale Inventory- 01/31/2011	34	0
Fort Walton Beach (MLS 12)		
Sold last yr 02/01/09— 01/31/10	580	204
Sold this yr 02/01/10 —01/31/11	580	175
% Chg # sales / Avg price chg	12.5% -4.67%	-14% -11.8%
For Sale Inventory- 01/31/2011	387	377
Niceville (MSL 13)		
Sold last yr 02/01/09— 01/31/10	402	10
Sold this yr 02/01/10— 01/31/11	394	13
% Chg # sales / Avg price chg	-1.3% -2%	+30% - 9.8%
For Sale Inventory- 01/31/2011	256	31



CONTINUED IMPROVEMENT

Our Table on the left demonstrates that the single family home business sub areas are by and large either up for the year, or bouncing along the bottom, in and out of positive territory. Conversely, our condo business still has a way to go, but inventories are gradually declining. We're confidently encouraging an informed BUY NOW attitude for single family homes, and selectively, for Condo's.

WORTH NOTING: Cash sales as a percentage of total real estate sales by Keller Williams Realty, Emerald Coast Office for Destin and South Walton County from Miramar Beach to Rosemary Beach broke all records in 2010. Smart money is talking!

Optimism for 2011 is evident all along the Emerald Coast. We're hearing reports and seeing evidence that corporate meeting business, which has declined precipitously during the past few years is up substantially for January and February, 2011. This is a blessing for our economy during our slow season. Likewise, vacation rental management companies are all gearing up for increased bookings and total occupancy for the year. Laurie Hobbs, Public Relations Director for Sandestin Golf and Beach Resort reports advance Group Business meetings booked for Spring and Summer are up 9%. Add the massive move of 2,200 military members plus the estimated 4,000 accompanying family members influx from the US Army's 7th Special Forces group move to the Eglin Complex from Ft. Bragg, NC that will be completed between now and Fall 2011.

MARKET SNAPSHOT For the entire Emerald Coast MLS, January 2011 recorded the highest level of home sales, and the lowest for sale inventory in four years. Without reticence we strongly suggest that serious buyers take advantage of the combination of good selection of product on the market and favorable interest rates available in the marketplace today!

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